

ADAMS & CO.

6TH AVENUE, 21ST TO 22D STREET.

IF YOU ARE IN DEAD EARNEST

about the saving of 25 33 1-3 (and in many instances as much as 50c.) on the dollar in the buying of your household and personal necessities just take the trouble to come here and investigate the way we're selling so many lines of desirable and seasonal commodities below their real value. We don't claim to have a monopoly of all the good things in our line in this city, but we do claim to have a pretty good portion of them—so much—that when you come to know the low price and good quality of EVERYTHING IN THIS STORE, you'll be pretty sure to get it at ADAMS & CO.

BIG BARGAINS IN BICYCLES

We are preparing for a great BICYCLE CAMPAIGN in 1898, and in clearing decks to do so we are slaughtering the prices of our ENTIRE STOCK OF '97 MODEL WHEELS.

We are giving away combination or diamond frame Tandems made by the celebrated Stanley Bicycle Co., sold in the regular way for \$150.00, at **59.00**

We are giving away the well-known Richmond Wheel, men's or women's styles, some with cushion frame, now listed at \$100.00, for **31.00**

We are giving away the Daytonia, a magnificent wheel, now listed at \$100.00, (because we have them in women's styles only) for **25.00**

MARVELS IN SILK SELLING.

- 24-inch black heavy Rustling Taffeta, an extra fine and rich quality, imported to sell for 75c. a yard, at **.59**
- 27-inch black Moire Velour, new weaves, bright, silky quality, most desirable for separate skirts, has been \$1.00 a yard, at **.59**
- Black Satin Brocades, rich effects, in large and medium patterns, all this season's most select designs, equal in appearance to a \$1.25 quality, at **.69**
- 27-inch rich quality Black Satin Duchesse, bright, rich lustre, pure silk and fully guaranteed to give perfect satisfaction, has been \$1.25 a yard, at **.89**
- One lot all-silk fancy Taffetas in choice combinations, Persian and brocade effects, this season's latest styles, has been 75c. a yard, at **.39**
- All-silk changeable Taffetas, in 40 different combinations of colorings, rich, heavy rustling quality, also in Roman stripes, in the choicest shades, has been 75c. a yard, at **.49**
- Plaid Taffetas, in satin bars and Roman effects, in new and beautiful autumn colorings; also Satin Duchesse, Faille Francaise, Moire Nouvelle, and new crystal Cord Silk Velours, has been \$1.00 to \$1.25 a yard, at **.69**

Great Attractions this week in our Colored Dress Goods Department.

- Special Values in Plaids.
- 40-inch Boucle Plaids, in exceptionally pretty designs and colorings, usually sold for 50c. a yard, at **.29**
- 40-inch Keop Plaids, the latest novelty with silk bar effect, all the most desirable color combinations, the yard **.49**
- 46-inch Silk and Wool Eplingline Plaids, the handsomest line of color combinations exhibited this season, with rich, elegant full cord effect, these plaids are really worth 1.10 a yard, at **.79**
- New Dress Goods Novelties.
- 38-inch Bourrette Mixtures and Figured Novelties, in a superb line of colorings, the yard **.29**
- 40-inch Frieze Novelties, in colorings of Brown and Black, Green and Black, Red and Black, Blue and Black, Plum and Black, a very interesting collection, the yard **.39**
- 40-inch Mohair and Wool Brocade Fancies, in an exceptional variety of two-toned colorings, such as brown and blue, green and garnet, blue and black, brown and blue, plum and brown, real value 75c. a yard, at **.49**
- 45-inch imported Silk and Wool knotted Basket Cloth, solid color ground, with spun silk figures, all the latest predominating colorings, reduced from \$1.49 a yard to **.98**
- 40-inch Covert Suitings in fall shades of tans, grays, browns, new blues, greens, etc., etc., an excellent fabric for traveling wear, the yard **.39**
- 52-inch All Wool Granite Cloth in two-toned colorings of blue and black, green and plum, black and brown, garnet and blue and black, etc., etc.; these goods are exceedingly desirable in tone and finish and can not be duplicated less than \$1.00 a yard; special **.79**

Prices Away Down in MEN'S UNDERWEAR.

- Men's Natural Wool or Camel's Hair Shirts, double breasted and double back, 70 per cent wool, the regular **.69**
- Men's Natural White and Scarlet Wool Shirts, also Camel's Hair, soft and warm, and exceedingly good value. Drawers to match, have label seams and otherwise finished in the best possible manner, at **.98**
- Men's Hygienic Underwear, Shirts and Drawers, heavy wool, fleece lined, sold in specialty stores for \$2.50 each; our price only **1.45**
- Cartwright & Warren's Natural Wool Shirts for men at the same prices that we sold them before the duties were advanced. If we had to buy them today they would cost \$3.50 & \$3.75. Our price **2.40 & 2.00**

Feather Pillows.



A special lot of fine Feather Pillows, guaranteed pure and clean, covered in best A. C. ticks.

1,000 22x36, 3 1/2 lbs., 98c. quality **.98**

1,000 22x36, 3 1/2 lbs., \$1.25 quality **.98**

Complete for **13.98**

Heavy Enamelled Bed, like cut, 4 ft. 6 in. and smaller sizes, 1 in. Posts, Brass Rails and Headboard, cast iron, with spring, a good, full weight Hair Mattress, pair of warranted Feather Pillows, for **13.98**

ADAMS & CO., 6th Ave., 21st to 22d St.

Bargains in Books.

- "The Christian," by Hall Caine, at **.95**
- "Hugh Wynne," two volume set, at **1.25**
- The following sets, bound in good cloth, with sewed back, good enough for any library—
- Julius Verne's Works, five volumes, heavy cloth, bound in six volumes, the set **.65**
- Edna Lyall's Works, in six volumes, the set **.89**
- Hawthorne's Works, in five volumes, the set **.65**
- Dumas's Works, five volumes **.65**

Big Bargains in Rugs.

Special sale of John Brunley All-Wool Reversible Rugs.

98c. quality, size 18x36, at **.65**

\$1.98 quality, size 26x34, at **1.19**

Adams's Special Reversible Rugs, 12 ft. x 18 ft., only **2.29**

Adams's Special Reversible Rugs, 9 ft. x 12 ft., only **9.98**

Best quality hand made Manki Rugs, 9 ft. x 12 ft., only **4.98**

Best quality hand made Manki Rugs, 12x18 ft., only **7.25**

Heavy Ingrain Rugs, 10x12, only **4.25**

Heavy Ingrain Rugs, 9x12, only **3.69**

ADAMS & CO., 6th Ave., 21st to 22d St.

Stern Bros.

will offer to-morrow

Lace Curtains

Irish Point

\$5.25 a pair, formerly \$6.50

\$6.75 " " \$8.00

\$7.50 " " \$9.50

Point Arabe

\$5.50 a pair, formerly \$9.75

\$8.75 " " \$12.75

Irish Point Lace

Bed Sets

\$6.90 formerly \$8.75

\$9.75 " " \$12.75

Reversible Tapestry

Curtains, \$7.50 pr.

Tapestries

\$1.65 a yard, formerly \$2.95

\$2.50 " " \$3.75

Re-upholstering

Furniture a Specialty.

Window Shades to Order, Estimates Submitted

West 23d St.

Stern Bros.

in their

Ladies' Cloak Dep'ts

Imported Braided Coats, Embr'd Velour Blouses, Cloth Driving Capes, Reception and Evening Wraps at

Decided Reductions

Special, to-morrow

Jackets

of Drab Venetian and Covert Cloths, lined with colored satin, **\$11.50**

Value \$18.50

Blouse Jackets

of Kersey Cloth, braided and fur-trimmed, **\$13.75 to \$27.50**

of Velour, braided,

jetted or fur-trimmed,

\$23.50 to \$55.00

West 23d St.

Stern Bros.

are now offering

the remainder of their

Ladies' Imported Costumes

For Street, Dinner and Evening Wear

at

Greatly Reduced Prices

West 23d St.

All the Latest Books

At New Era Prices.

Monthly bulletins mailed free upon request.

BRENTANO'S, 31 UNION SQ., N. Y.

Excursions.

DEEP SEA FISHING—Steamer ANGLER, daily except Mondays and Saturdays, leaves 21st St., N. Y., 7:45; Battery 6, fare, 75c., with a luncheon of \$1.00; old reliable pilot AL PORTER on board.

EXCELLENT Bahian on Steamer AL PORTER last night; cockpit, sea boat, many large fish and crabs.

It pays to buy at Vantine's.

It pays to buy at Vantine's.

1,800 ladies' Vantine silk scarfs at 75c. each,

MARKED DOWN FROM ONE DOLLAR. They are 36 inches square and are made of the finest Japanese silk in 14 colorings:

WHITE, CREAM, PINK, LIGHT BLUE, RED, YELLOW, BLACK, NAVY BLUE, TURQUOISE, OLD ROSE, ORANGE, MAIZE, HELIOTROPE, NILE GREEN.

The Vantine Scarf is an ideal light wrap for ladies' use. It can be washed and it still remains the beautiful Vantine Scarf. Regular price, \$1.00. Marked down to 75c.

Don't fail to visit the Japanese embroidery dep't.

Here are a few of the things you ought not to miss:

55 PAIRS EMBROIDERED SILK CURTAINS: 10 1/2 feet long; white, pink, blue, old red, yellow and sage green; marked down to \$8.00 a pair.

240 CHINESE SILK SHAWLS: beautifully embroidered all over; 1 yard square; silk fringe; marked down to \$3.00.

100 SATIN COVERED CUSHIONS: handsomely embroidered with either silk or gold thread; filled with down; marked down from \$5.00 to \$3.00.

500 KIMONOS (or dressing gowns): rose pink, light blue, old red, old blue, black, white; price includes both apron and obi; gold embroidered, \$15.00; silk embroidered, \$16.00.

JAPANESE COTTON TAPESTRY PORTIERS: 9 by 10 feet; assorted colors; reversible; \$6.00 a pair.

SILK MANTEL OR PIANO SCARFS: richly embroidered; \$3.25, \$3.75, 4.50, 5.50, 6.50, 7.50, 8.00 and 10.00.

SILK AND SATIN TABLE COVERS: beautifully embroidered; 36 inches square; \$1.75, 2.50, 3.75, 4.50, 6.50 and 8.50.

SATIN SCREEN AND WALL PANELS: 21 by 52 inches; black and colors; \$1.50, 1.75, 2.50, 3.00.

NEW IMPORTATION OF LADIES' AND GENTLEMEN'S SILK QUILTED GOWNS AND JACKETS; ALL COLORS; SIZES FROM 34 TO 48 INCHES.

A. A. VANTINE & CO., Largest Japanese, Chinese and India House in the world, 877 and 879 Broadway, N. Y., Between 18th and 19th Sts.

AMMEYER

Stamped on a Shoe MEANS STANDARD OF MERIT

6th Ave., cor 20th St.

The "Melba" Women's Shoe

at \$3 is a revelation in style, grace and durability, combining all the admirable traits of the finest high priced shoe; flexible, easy and yielding to the foot; made on the newest lasts in the latest styles, and with Hand Sewed Welts.

Those accustomed to wearing \$5 shoes will find the "MELBA" equal to their own, while those in the habit of buying cheaper grades will find the "MELBA" a profitable investment because of its superior wearing qualities.

IN BUTTON AND LACE.

The "MELBA" Hand-Sewed Welt Shoe may be had in 18 different styles, with Kid or Patent Leather Tips and all the latest Toes and Heels.

\$3.00 Hand-Sewed Welt Shoe.

AJ. CAMMEYER 6th Ave., cor 20th St.

THE "MELBA" Hand-Sewed Welt Shoe may be had in 18 different styles, with Kid or Patent Leather Tips and all the latest Toes and Heels.

AJ. CAMMEYER 6th Ave., cor 20th St.

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MACY'S

Both Sides of 14th Street (Running Through from 13th to 15th Street)—Sixth Avenue.

ON ACCOUNT of the backwardness of the season we are HEAVILY OVERLOADED with goods ON ALL SIDES, and, to reduce the stock, we are making UNPRECEDENTED SACRIFICES IN ALL DEPARTMENTS.

J. G. Brown's Masterpiece, "A SUNBEAM FROM THE SOUTH," Now on Exhibition, (Third Floor, Sixth Avenue Side).

GREAT REDUCTION SALE

best makes of foreign and DOMESTIC BLACK AND COLORED

DRESS GOODS.

Nothing like these values have ever been offered. We have divided the various styles into 5 different assortments:—

LOT 1. Among this lot are some very high cost novelties, comprising Crepons, Zebelines, Baraderees, Malases, Broderie and Silk Velours, imported to sell at \$3.50 to \$4.50 per yard.

Reduced to **1.49**

LOT 2. Imported Covert Cloths, Ladies' Cloth, silk and wool Novelties, figured Poplins, fancy Jacquards, Zebelines, fancy Armures, camel's hair and silk mixed effects, imported to sell at \$2.00 and \$2.50 per yard.

Reduced to **1.24**

LOT 3. Silk and wool Fancies, silk corded Velours, rough Scotch Effects, Bouclé, Illuminated Malases, fancy Jacquards, sail cloth and fancy Bourettes, imported to sell at \$1.75 to \$2.00 per yard.

Reduced to **.98**

LOT 4. New rough effects, Boucle Stripes, Curly Cloth, silk and wool Hat lines, Satin Duchesse, French Poplins, Bourettes, Serges, Armures and new all wool Fancies, qualities usually sold at \$1.00 and \$1.25 per yard.

Reduced to **.69**

LOT 5. Imported Henriettes, all wool Scotch Cloths, Curly Cloth, Armures, French Empire Cloth, Nun's Serge, Scotch Plaids, Meltonettes, reversible Cheviots in solid colors, and the Black Sarah Serge; these are the qualities usually sold at 75c. and \$1.00 per yard.

Reduced to **.49**

SILKS.

Wonderful values in this line have become the rule here, and the resulting throng of buyers compelled us to greatly enlarge the department. The comfort and convenience of customers and prompt and efficient service are thus secured. This week's array of attractions includes some FANCY SILKS, many of them offered below the cost of production.

Prices range from **38c. to 98c.**

RICH NOVELTIES, complete and in many cases exclusive.

One special lot of high grade MOIRE VELOUR, strictly silk and wool, in all the beautiful evening shades, with these goods cost \$1.00 to produce, at **.59**

RICH BLACK VELOUR MIRROIR; two phenomenal bargains.

No. 1—Recently sold at \$1.15, now **.79**

No. 2—Recently sold at \$1.74, now **.79**

1,000 SILK REMNANTS, all new goods, in lengths of from two to ten yards, at very attractive prices.

Reduced to **.49**

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LADIES' KNIT UNDERWEAR

The thermometer to the contrary notwithstanding, A SPECIAL SALE that must attract attention has been arranged for the BIG BARGAIN COUNTER near the rear elevators.

WINTER WEIGHTS, but at big values that would sell them fast in the dog days. The opportunity comes from our purchase of A MILLION of close knit underwear. It is an accumulated mill stock, and therefore contains some goods with slight manufacturer's imperfections. Most of it, however, consists of perfect, first-class goods. The prices are less than half what ought to be asked for them.

MONDAY MORNING, 600 dozen FINE WOOL JERSEY HIBED VESTS, some with Moire silk, some silk fronts, some self fronts. Crocheted neck with moire ribbon.

DRAWERS to match, ankle length, French band; CAMEL'S HAIR, **.48**

NATURAL WOOL, **.59**

WHITE WOOL, **.59**

LADIES' JACKETS.

Removed to new and enlarged quarters, 13th st. side, second floor, rear elevators.

In no other line is the advantage to the customer more apparent. The manufacturers have large stocks and are frightened. We have been able to secure some of this season's best production, so that we can sell them at about half the cost of the material and labor in them.

BOUCLE CLOTH JACKETS, shield front, storm collar, double stitched seams, lined throughout, **4.49**

CHEVIOT CLOTH JACKETS, in blue, brown, garnet and black, fitted back, blouse effect front, with vest and revers, storm collar; entire coat bound with braid, **6.49**

JACKETS, one lot, at a great sacrifice, in KESTER and CHEVIOT Cloth, lined throughout with satin and fancy taffeta silk, **9.99**

VELOUR BLOUSE JACKETS, fitted back, storm collar, handsomely trimmed with satin ribbon, steel ornaments and edged with Persian lamb, **23.13**

LADIES' SUITS.

15th st. side, 8th floor, rear elevators.

FANCY BLOUSE SUITS and FLY FRONT COAT effects, in cheviots, plaid cloths and serges, some silk lined throughout; entire suit bound with braid, **14.99**

BLANKETS